

## ABSTRACT

A TV ride includes an automated sequence of TV and/or web content that is presented to a viewer using a display device and a set top box. TV rides provide a viewer with a number of predetermined TV programming lineups that may be presented by automatically tuning the viewer's set top box to the channels corresponding to the TV programming lineup associated with the TV ride. During the TV ride, the viewer may be presented with a number of interactive events or opportunities. For example, the TV ride may display an interactive viewer poll. In addition, chat rooms may be created for online discussions about the TV ride and its related topics. If enough interest is generated in a TV ride, a community corresponding to the TV ride may be generated. The TV community may include information on upcoming lineups, chat rooms, community e-mail, community shopping, and other community-oriented aspects.

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